

**FY16 Stormwater Permit Requirements
Target Audience Percentages**

See pages 19-22 and 26-28 in the FY16 askHRgreen.org Annual Report

- **Leaves & Pet Waste.** For that focal area, we ran a 2-week radio and online media campaign designed to reach the target audience of adults 35-64. The reach of that campaign was 53.6% with a frequency of 3.1. For leaves and pet waste, we were able to reach 53.6% of the target audience a total of 3.1 times. See page chart on page 19 of the 2016 AskHRGreen Annual Report.

For York County this equates to 36, 500 people.

- **Fertilizer/Soil Testing.** For that focal area, we ran a 1-week television and online media campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 84.3% with a frequency of 7.8. For fertilizer/soil testing, we were able to reach 84.3% of the target audience a total of 7.8 times. See page chart on page 20 of the 2016 AskHRGreen Annual Report.

For York County this equates to 57,300 people.

- **What Not to Flush/Reducing SSOs.** For that focal area, we ran a 2-week radio, online, and movie theater ad campaign designed to reach the target audience of adults 18 and up. The reach of that campaign was 54% with a frequency of 3. With the campaign, we were able to reach 54% of the target audience a total of 3 times. See page chart on page 26 of the 2016 AskHRGreen Annual Report.

For York County this equates to 36, 700 people.

- **Holiday FOG/Reducing SSOs.** For that focal area, we ran a 1-week radio and online campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 20.7% with a frequency of 3.2. For holiday FOG/SSO prevention messaging, we were able to reach 20.7% of the target audience a total of 3.2 times. See page chart on page 27 of the 2016 AskHRGreen Annual Report.

For York County this equates to 17, 100 people.

- **FOG/What Not to Flush/Reducing SSOs.** For that focal area, we ran a 1-week television and online media campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 84.3% with a frequency of 7.8. For that focal area, we were able to reach 84.3% of the target audience a total of 7.8 times. See page chart on page 28 of the 2016 AskHRGreen Annual Report.

For York County this equates to 57, 500 people.